

Simple Building Improvements For (Almost) No Money

Joe Lawniczak, Design Specialist – Wisconsin Main Street



34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Why Appearance is Important



Unique Sense of Place . . . No Two Downtowns Alike

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Why Appearance is Important



Unique Sense of Place . . . No Two Downtowns Alike

34th Annual Montana History Conference, Helena, MT

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Why Appearance is Important



To match the amazing natural beauty of Montana

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Why Appearance is Important



Anyplace, USA

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Why Appearance is Important

For the economic benefit of the building owner

To protect owner's investment

Even inappropriate alterations next door can negatively affect property value

A revitalized district almost always equals higher property values



No one likes “big brother”
telling them what they
can/can't do, but
sometimes it's necessary

Simple Building Improvements For (Almost) No Money

Why Appearance is Important



Can affect appearance of entire district

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Why Appearance is Important



Affects decisions shoppers, visitors, residents and investors make about district

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Why Appearance is Important



Affects decisions shoppers, visitors, residents and investors make about district

34th Annual Montana History Conference, Helena, MT

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Why Appearance is Important

Series of restorations = unified image

Results in...

- More customers = better & more businesses
- Higher rents & less vacancy = higher income
- Increased activity = more people living in district
- More opportunities for upper level residential, etc.



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Why Appearance is Important



Good

Bad

Portrays an image...either good or bad

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Why Appearance is Important



Good



Bad

Portrays an image...either good or bad

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Inexpensive does NOT mean cheap!!!



34th Annual Montana History Conference, Helena, MT

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Inexpensive does NOT mean cheap!!!



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Inexpensive does NOT mean cheap!!!



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Fear of the Unknown

Before



34th Annual Montana History Conference, Helena, MT

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Fear of the Unknown



Before



Original Design

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Fear of the Unknown



In-Progress



Re-Design



In-Progress

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Simple Building Improvements For (Almost) No Money

Fear of the Unknown



Before



After

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Removal of Slip Covers



Before



During



After

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Removal of Slip Covers



Before



After

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Removal of Slip Covers



Before



After

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Removal of Slip Covers



Before

After

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Exposing Original Transoms

Before



After

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Exposing Original Storefront Elements



Before



After

\$6800 Total Cost

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Exposing Original Storefront Elements

Before



34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Exposing Original Storefront Elements



Before



In Progress

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Exposing Original Storefront Elements



\$13,450 Total Cost



In-Progress



After

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Temporary Solutions



Phase One



Phase Two

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Temporary Solutions



34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Phasing Projects



Before



\$9000 Total Cost



After

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Phasing Projects



Before



Phase One

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Phasing Projects



Phase Two

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Phasing Projects

After



34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Phasing Projects

Before



Before



During

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Phasing Projects

During



After

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Phasing Projects



Before

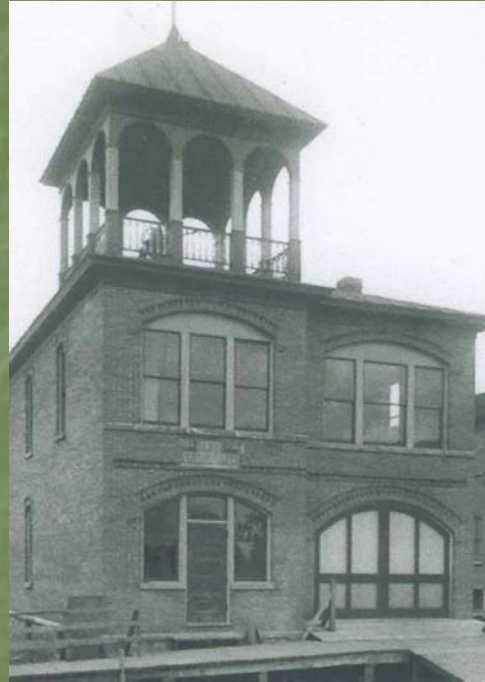
34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Phasing Projects



Before



Historic

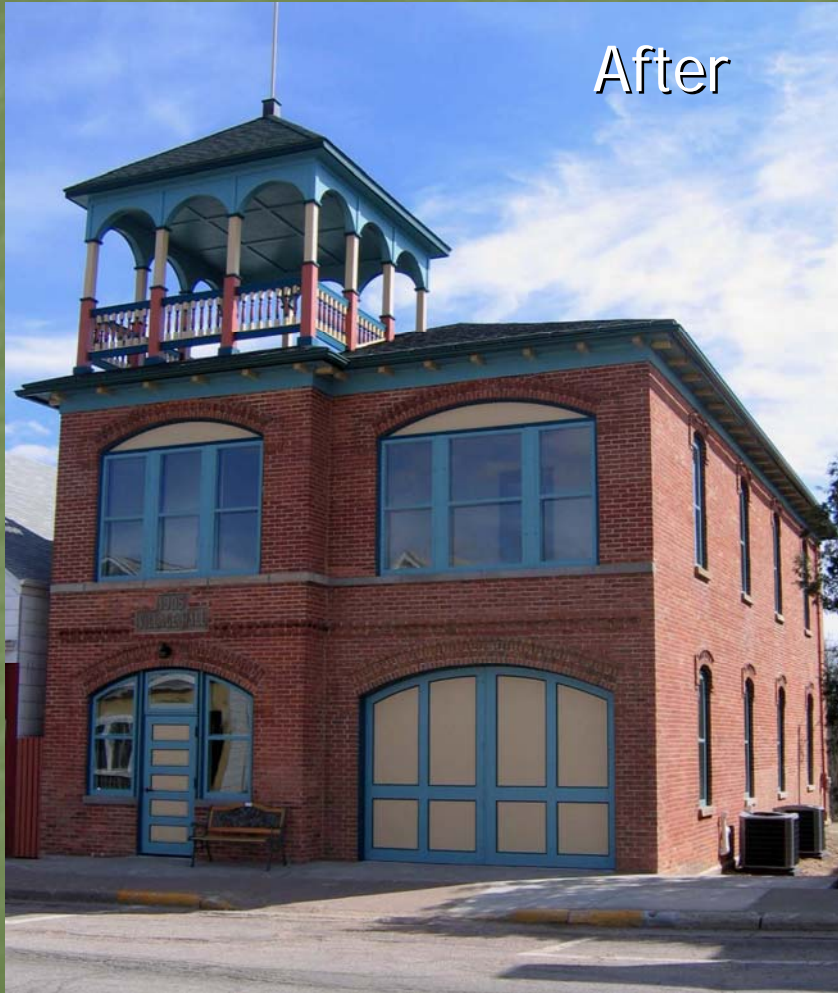


Phase One

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Phasing Projects



34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Thyme Worn Treasures - Rice Lake, WI



Before

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Thyme Worn Treasures - Rice Lake, WI



During

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Thyme Worn Treasures - Rice Lake, WI



After



\$1600
Total Cost

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Main Street Center - Algoma, WI



Before

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Main Street Center - Algoma, WI



\$341.86 Total Cost
(volunteer labor &
donated sign)



34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Emporium Antiques – Lake Mills, WI



Before

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Emporium Antiques – Lake Mills, WI



During

\$6150
Total
Cost



After

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

City Gas Company - Antigo, WI

Before



34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

City Gas Company - Antigo, WI



After

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Althof's TV – Prairie du Chien, WI



Before

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Althof's TV – Prairie du Chien, WI



\$6780 Total Cost



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Far Horizons Imports - Watertown, WI



Before

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Far Horizons Imports - Watertown, WI



Before



FAR HORIZONS IMPORTS
MARCH 25, 2005

WATERTOWN, WI
JOE LAWNICKAK



After

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

EZ Computer - Algoma, WI



Before

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

EZ Computer - Algoma, WI



During



34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

EZ Computer - Algoma, WI

\$2992 Total Cost (volunteer labor)



After

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Wall Street – Prairie du Chien, WI



Before

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Wall Street – Prairie du Chien, WI



In Progress

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Wall Street – Prairie du Chien, WI



After

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Nitschke Market - Columbus, WI



Before

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Nitschke Market - Columbus, WI

After



In
Progress

\$2950
Total
Cost



34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Frugal Classics & Antiques – De Pere, WI

Before



34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Frugal Classics & Antiques – De Pere, WI



After



\$4500 Total
Cost

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Somewhere in Time Antiques Mall – Green Bay, WI



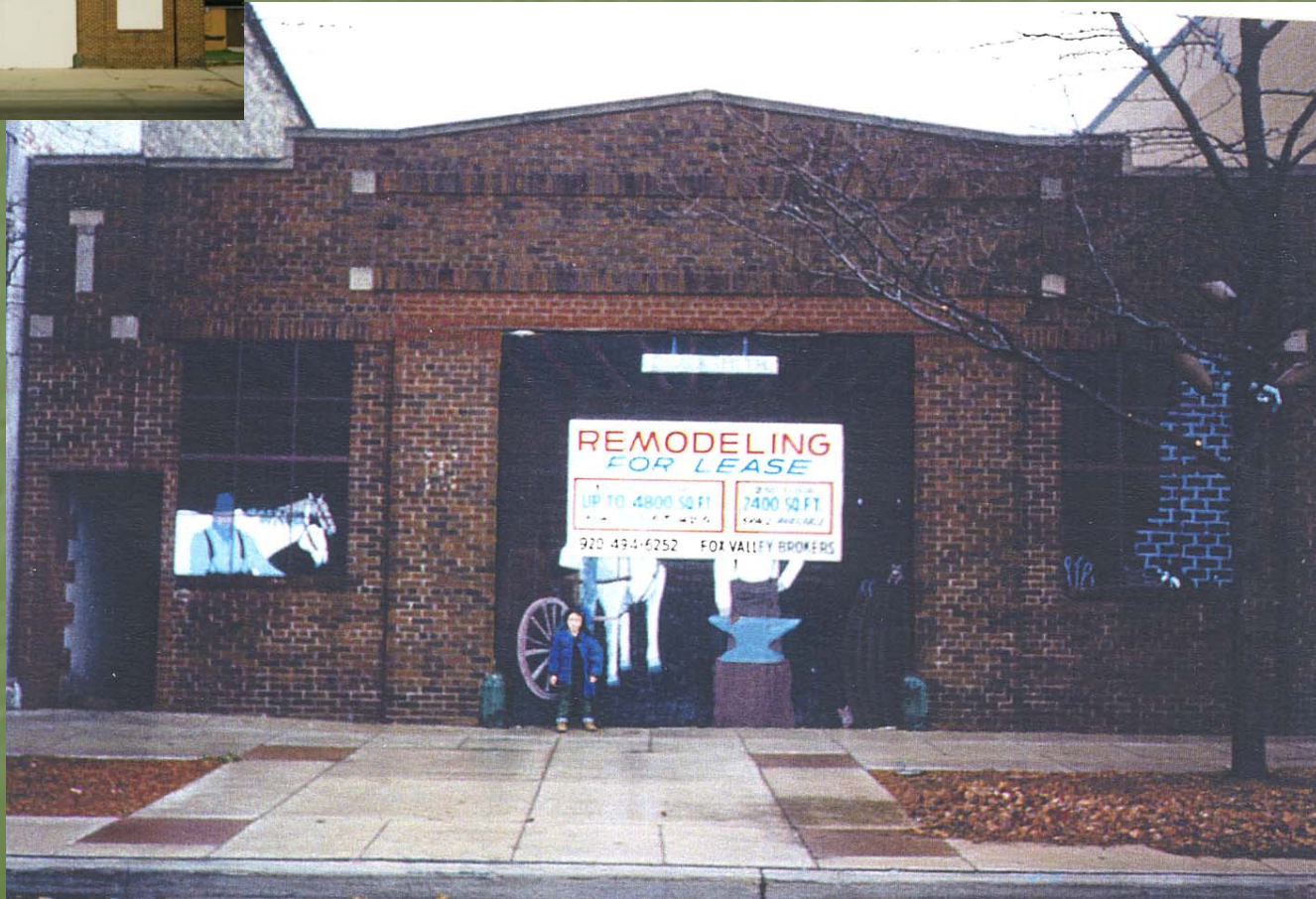
34th Annual Montana History Conference, Helena, MT

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Somewhere in Time Antiques Mall – Green Bay, WI



Phase One



34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Somewhere in Time Antiques Mall – Green Bay, WI



After

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

String Instrument Workshop – Green Bay, WI



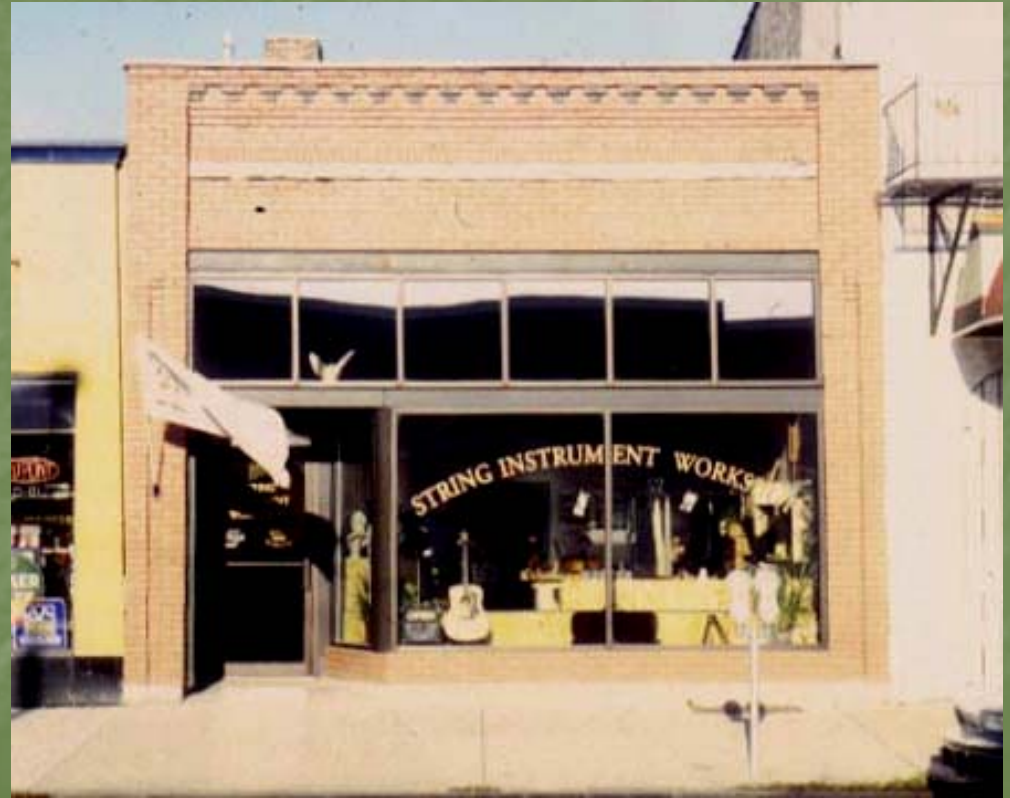
34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

String Instrument Workshop – Green Bay, WI



After



34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

La Flor di Trigo Bakery – Milwaukee, WI



34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

La Flor di Trigo Bakery – Milwaukee, WI



After

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Old National Bank Building – De Pere, WI



Before

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Old National Bank Building – De Pere, WI



After



34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Sherman Perk – Milwaukee, WI

Before



34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Sherman Perk – Milwaukee, WI



After



34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Duff Edwards Pottery - Ripon, WI

Before



After



\$1760
Total
Cost

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Duff Edwards Pottery - Ripon, WI

Before



34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Gatherings - Ripon, WI

Before



34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Gatherings - Ripon, WI

\$2950 Total Cost



Before

After



34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

A Simpler Time - Ripon, WI

Before



34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

A Simpler Time - Ripon, WI

\$5000 Total Cost



Before

After



34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Old Market Woodworks - Ripon, WI



Before

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Old Market Woodworks - Ripon, WI

\$625
Total
Cost



Before



After

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Orthober's Gallery & Framery – Sturgeon Bay, WI



Before

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Orthober's Gallery & Framery – Sturgeon Bay, WI



34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Carlson Wagonlit Travel – Sheboygan Falls, WI



Before

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

Carlson Wagonlit Travel – Sheboygan Falls, WI



After



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Simple Building Improvements For (Almost) No Money

Granny's Floral/Altered States Tattoos – West Allis, WI

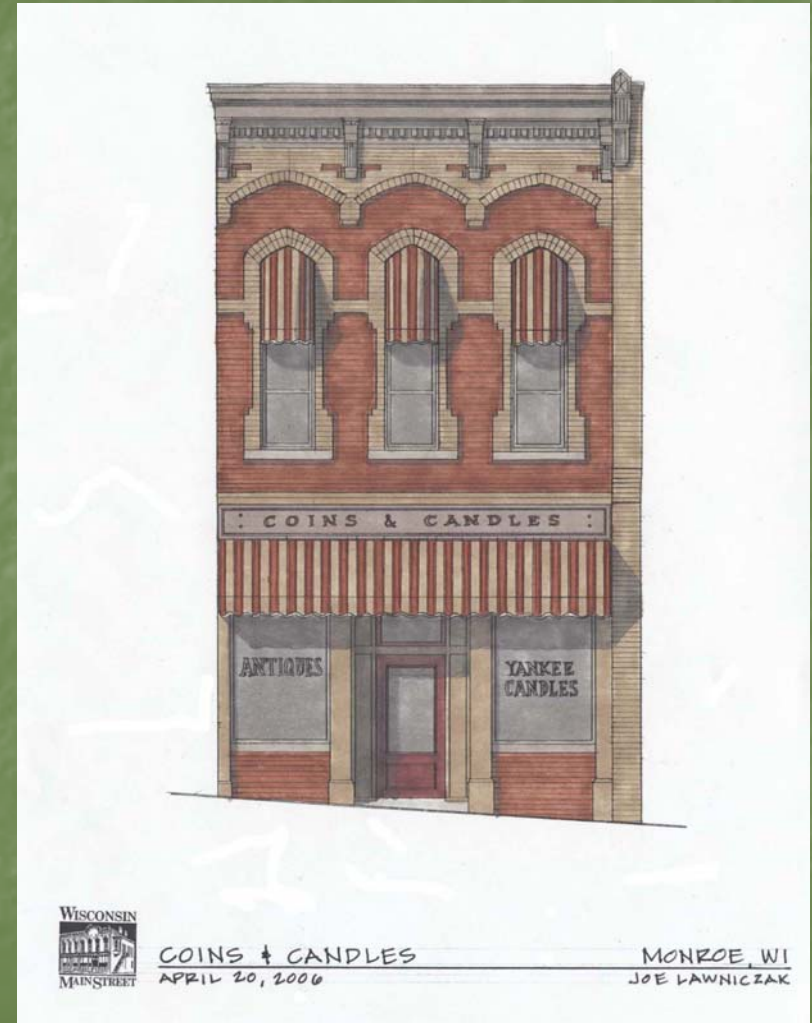


GRANNY'S / ALTERED EVOLUTION - WEST ALLIS
JUNE 8, 2006
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Coins & Candles - Monroe, WI



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Richards Insurance - Columbus, WI



RICHARD'S INSURANCE
NOVEMBER 7, 2003

COLUMBUS, WI
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Simple Building Improvements For (Almost) No Money

Diversified Personnel Services - Watertown, WI



DIVERSIFIED PERSONNEL SERVICES
AUGUST 14, 2007

- WATERTOWN, WI
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B&K Bar Supply – West Allis, WI



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Simple Building Improvements For (Almost) No Money

State Farm Insurance – Fond du Lac, WI

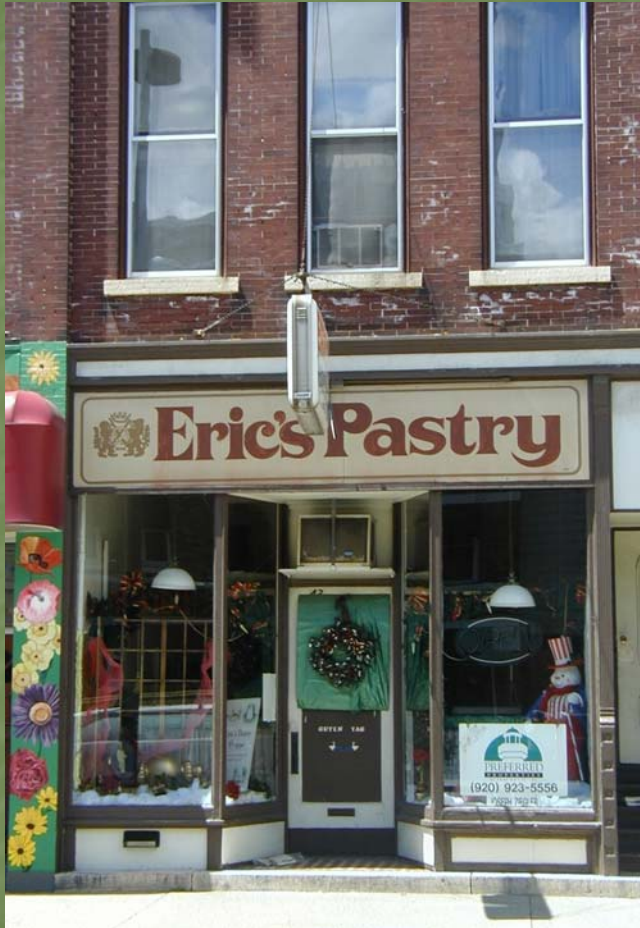


Before

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

State Farm Insurance – Fond du Lac, WI



Before



After

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

State Farm Insurance – Fond du Lac, WI



Before



After

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

DJC CPA's – Watertown, WI



Before

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

DJC CPA's – Watertown, WI

After



DJC CPA'S & ADVISORS -
SEPTEMBER 14, 2006

WATERTOWN
JOE LAWNICZAK



34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

DJC CPA's – Watertown, WI



After

34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

What Things Cost (A Few Ballpark Estimates)

Masonry

Tuckpointing & Cleaning \$7.00/S.F.
Brick Replacement \$12.00-\$20.00/S.F.
Chemical Cleaning \$8.00/S.F.
Water Washing \$1.30/S.F.

Windows

Reglazing with ¼" Clear Plain Glass \$13.50/S.F.
Reglazing with ¼" Clear Laminated Glass \$18.50/S.F.
Replacement Window (Wood Dbl. Hung) \$250.00-\$400.00
Add Wood Exterior Storm \$\$8.25/S.F.
Repaint Window (Primer + 2 Coats) \$80.00
Remove & Reset Window \$100.00-\$200.00
Caulking \$.70/S.F.

Simple Building Improvements For (Almost) No Money

What Things Cost (A Few Ballpark Estimates)

Doors

Wood Door with Glass \$1000-\$1500

Stain & Seal Door \$160

Wood

New Wood Cornice \$7.00-\$10.00/S.F.

New Window Trim \$70.00 each

New Wood Siding \$5.00/S.F.

Roofing (Square = 100 S.F.)

Built-Up Roof \$200.00/Square

Roll Asphalt \$40.00/Square

Single Ply \$225.00/Square

Flashing \$3.50/S.F.

Simple Building Improvements For (Almost) No Money

What Things Cost (A Few Ballpark Estimates)

Painting

Stucco \$.40/S.F. Spray \$.70/S.F. Brush
Wood Siding \$.30/S.F. Spray \$.70/S.F. Brush
Wood Trim \$.20/L.F. Spray \$.60/L.F. Brush
Concrete Block \$1.00/S.F.
Gutters & Downspouts \$1.10/L.F.
Wood Cornice \$1.50/L.F.

Surface Prep (scrape & sand)

Pressure Wash – Stucco \$.65/S.F.
Pressure Wash – Brick \$.80/S.F.
Wood Siding \$.80/S.F.
Wood Windows \$1.50/S.F.
Wood Doors \$.60/S.F.
Metal (wire brush) \$.75/S.F.

Simple Building Improvements For (Almost) No Money

What Things Cost (A Few Ballpark Estimates)

Steel/Metal

New Steel Angle Lintel (up to 12 feet) \$100.00-\$150.00

New Lintel Beam \$15.00/L.F.

Signs

Projecting or Flush Mounted \$500.00-\$2,000.00

Awnings

Canvas Awning on Retractable Frame \$1,500.00- \$5,000.00

Add For Lettering & Graphics 35%

Small Canvas Window Awning \$50.00/L.F.

Replace Canvas \$ 150.00-\$1,000.00

Lighting

Gooseneck Lights \$150.00-\$400.00 each

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Simple Building Improvements For (Almost) No Money

Helpful Tips

Use Experienced Contractors

Not all have knowledge of preservation techniques

Consider training workshop

Only attendees added to preferred list

Always Get Multiple Estimates

Minimum of three

Visit examples of their past work

Don't always necessarily go with lowest bid

Go with best contractor if possible

Get All Necessary Permits/Approvals

Don't do any work without them

Simple Building Improvements For (Almost) No Money

Local Preservation Tools

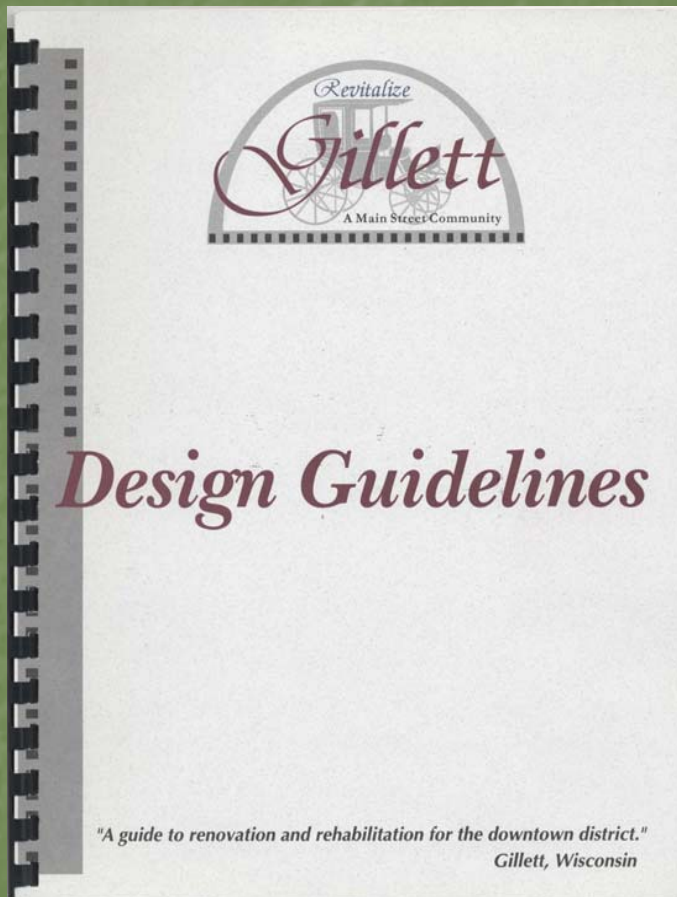
Design Guidelines

Design Review

Financial Incentives

Local Historic Designations

Local Ordinances (HP & Sign)



Simple Building Improvements For (Almost) No Money

Why Are Local Historic Preservation Tools Important?



Very few bricks & mortar grants at state or national level

Very few protections at state or national level

Last step in assuring quality

Encourages private investment

Educational tool

Most building owners WANT to do the right thing

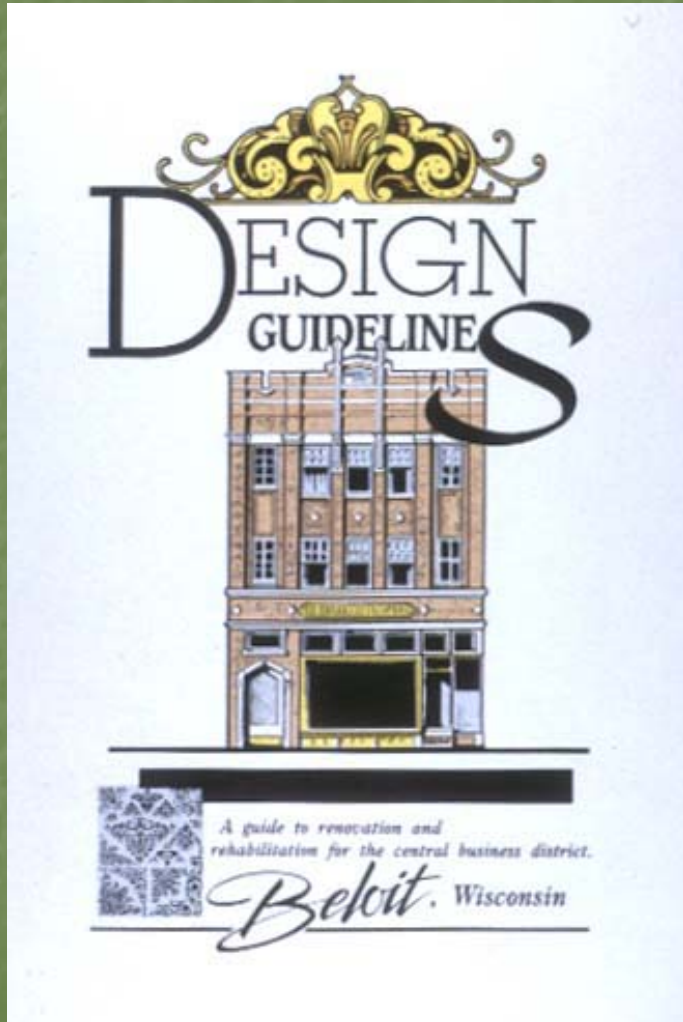
Even some designers & contractors don't have restoration experience

Simple Building Improvements For (Almost) No Money

Design Guidelines

One Stop Resource

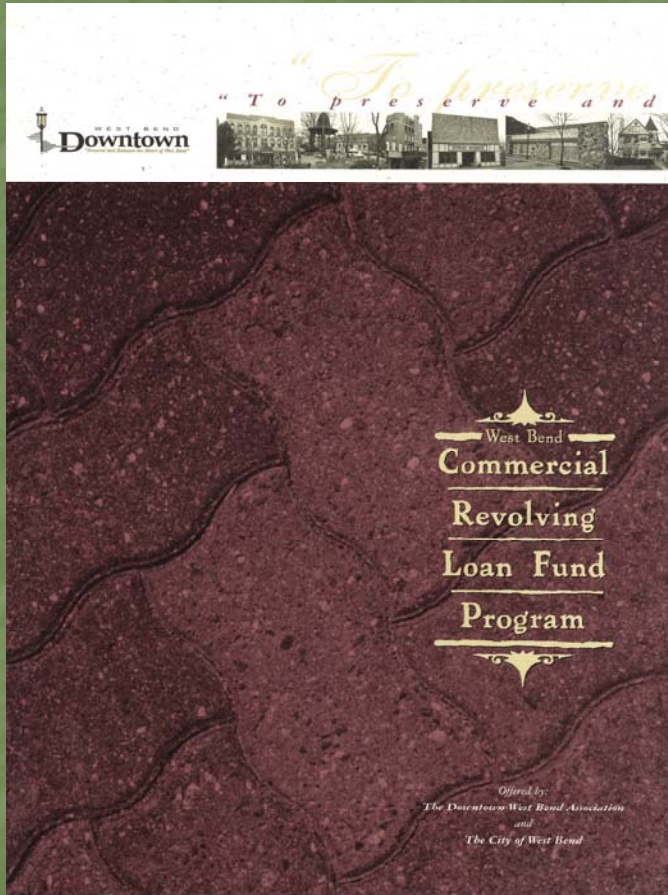
- Proper restoration techniques
- Proper design for new construction
- Proper sign design
- Community/Downtown info
- Local history
- Local architectural styles
- List of local financial incentives
- Local permit procedures
- Design review process
- Local contact info
- Reference to local ordinances
- Etc.



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Simple Building Improvements For (Almost) No Money

Local Financial Incentives



The "carrot" factor

Offsets added costs of doing it right

Must ALWAYS follow guidelines

Common types of incentives
Loan pools
Revolving loan funds
Matching grants

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The Results – Domino Effect



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Simple Building Improvements For (Almost) No Money

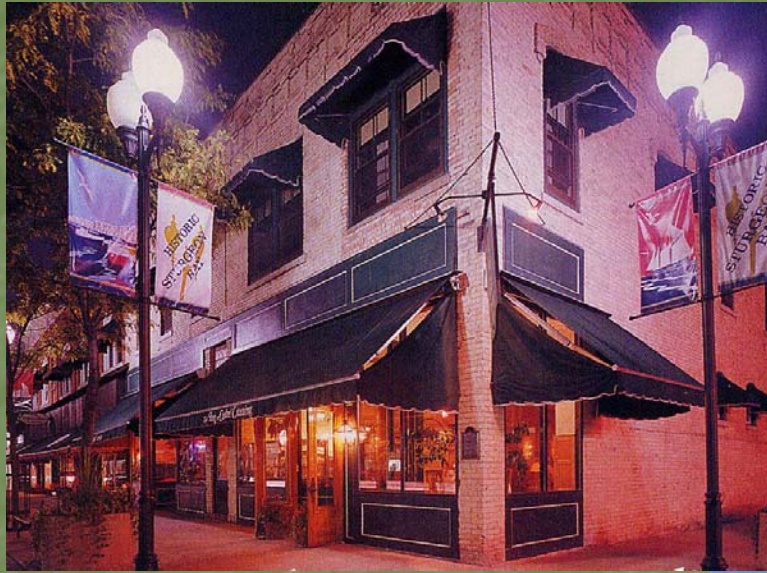
The Results – Domino Effect



34th Annual Montana History Conference, Helena, MT

Simple Building Improvements For (Almost) No Money

The Results – Domino Effect



34th Annual Montana History Conference, Helena, MT

A scenic view of a forested mountain range with a town in the foreground. The mountains are covered in dense green trees, and a small town with colorful buildings is visible at the bottom. The sky is blue with some clouds.

THANK YOU !!!
QUESTIONS ???

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